



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re U.S. Patent Application of: |) | <u>Group Art Unit:</u> 3622 |
| |) | |
| Leandros KONTOGOURIS |) | <u>Examiner:</u> A. Duran |
| |) | |
| Serial Number: 09/742,438 |) | <i>Attorney Docket:</i> KONT3001beu |
| |) | |
| Filed: December 22, 2000 |) | <u>Confirmation No.:</u> 8890 |

For: Advertising System And Method Which Provides Advertisers With An Accurate Way Of Measuring Response, And Banner Advertisement Therefor

AMENDMENT AND RESPONSE
(Submitted Concurrently With Request for Continued Examination)

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the final Official Action dated November 3, 2004.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 10.